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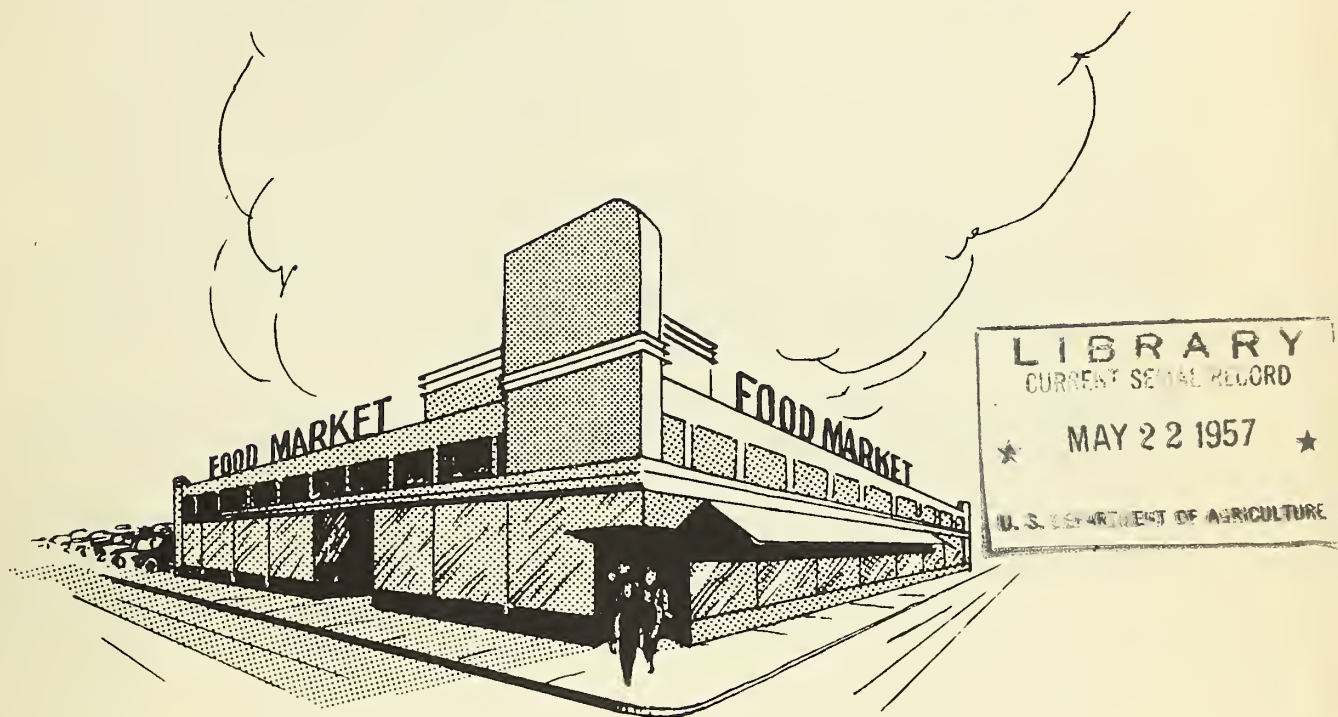
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# *Availability of Selected* **FRUITS and JUICES** *in Retail Food Stores*

..... FEBRUARY 1957 .....



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

MAY 1957

## PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during February 1957 compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in figure 1. Within each of the regions, the sample is composed of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

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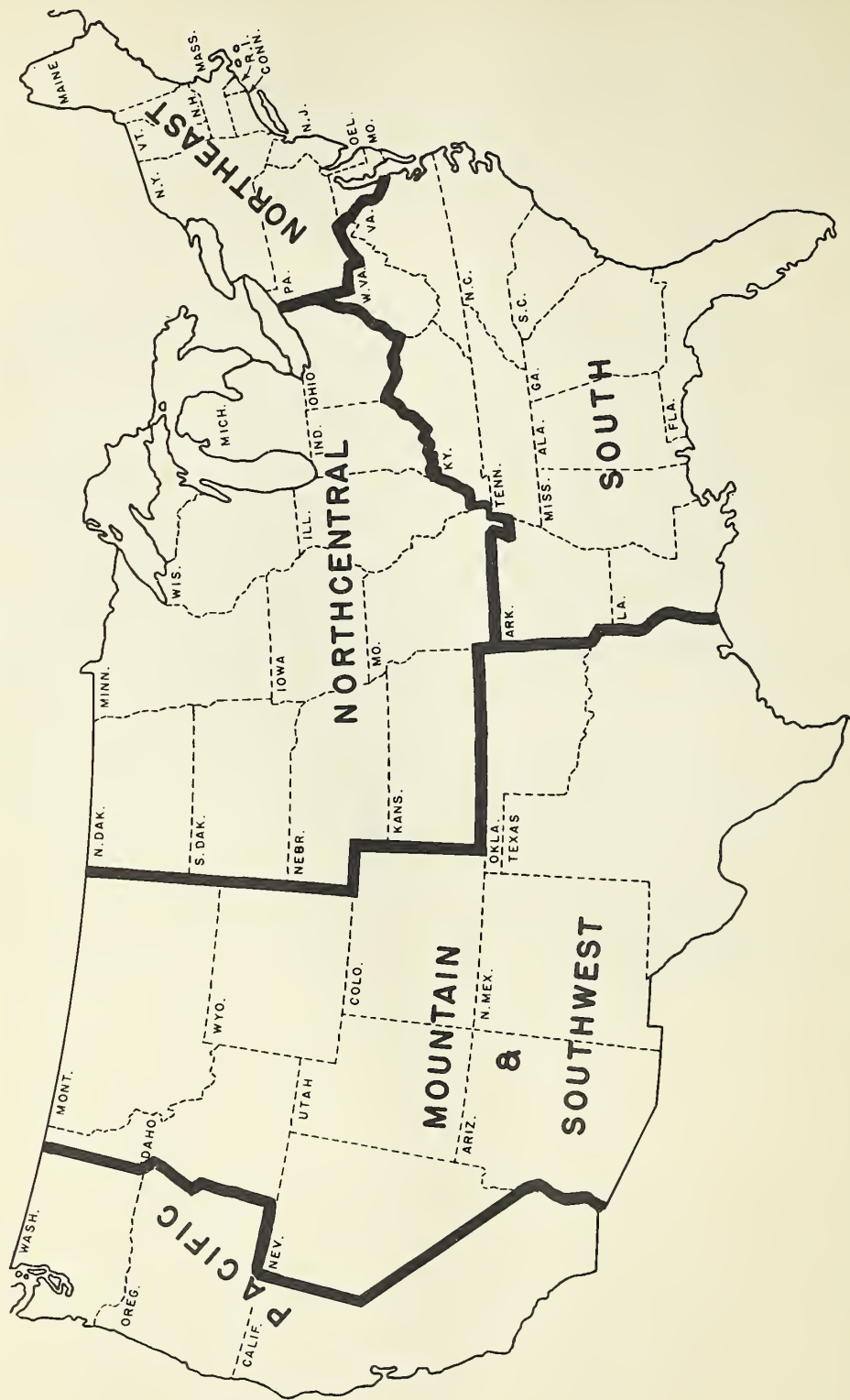
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Figure I.-REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



FRUITS AND JUICES  
AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1957

SUMMARY

More retail food stores, as measured by a representative sample, carried frozen concentrated orange juice, frozen concentrated orangeade, and canned single-strength orangeade in February 1957 than in February 1956. Fresh oranges, canned single-strength orange juice, and shelf-pack orangeade concentrate, however, were stocked by a smaller proportion of stores.

The proportion of retail food stores stocking canned single-strength grapefruit juice was unchanged from February a year earlier, while the proportion of stores stocking fresh grapefruit declined.

Frozen single-strength lemon juice was available in a larger proportion of the Nation's retail food stores in February 1957 than in February 1956. The availability of fresh lemons, canned single-strength lemon juice, and shelf-pack concentrated lemonade declined. The proportion of food stores stocking frozen concentrated lemonade was unchanged.

Fewer stores carried fresh tangerines and frozen concentrated limeade in February 1957 than in February 1956.

Tomato juice was available in a smaller percentage of stores in February 1957 than in February 1956, while prune juice was available in a larger percentage of stores.

The proportion of retail food stores offering citrus fruits and juices was generally greater in February 1957 than in February 1956 in the Northeast region, about the same in the Mountain-Southwest and Pacific regions, and lower in the North Central and Southern regions. Availability was generally about the same in Los Angeles, but lower in New York and Chicago.

Shoppers could buy most of the fresh citrus fruit and juices in a larger proportion of regional chain stores in February 1957 than in February a year earlier, but in a smaller proportion of both national chain and independent stores.

Frozen Juices, Refrigerated Juices, and Ades: Frozen concentrated orange juice was stocked in February 1957 by 63 percent of all retail food stores and by 88 percent of those stores equipped with freezer cabinets. In comparison, 59 and 85 percent of stores, respectively, stocked the product in February 1956. Regionally, however, availability of the product in stores with freezer cabinets increased in the Northeast and South only. The proportion of retail food stores in the South that stocked frozen concentrated orange juice continued to be smaller than in any other region, despite increased availability. Per capita purchases also continued to be lowest

in the South. During October-December 1956 they amounted to 50 gallons per 1,000 population compared to a United States average of 98 gallons per 1,000. <sup>1/</sup>

Chilled orange juice was stocked in February 1957 by about 26 percent of retail food stores. Data for a year earlier are not available. During October-December 1956, consumer purchase data indicated that only 54 percent of the total quantity of chilled orange juice purchased by household consumers was bought from independent food stores, and national and regional chain stores; the balance, 46 percent, was purchased from dairies, specialty stores, delicatessens, etc. (table 3).

Frozen concentrated grapefruit juice was stocked by 27 percent of all retail food stores and by 38 percent of stores with freezer cabinets in February 1957. The product was stocked by 32 to 35 percent of all food stores in each region except the South, where only 13 percent of all stores stocked the product. Data are not available for a year earlier (table 4).

Frozen concentrated lemonade was stocked by the same proportion of all retail stores in February 1957 as in February 1956, but availability of the product declined slightly in stores equipped with freezer cabinets. This decline resulted from a decrease in the proportion of national chains and independents carrying the product; the proportion of regional chain stores stocking the product increased. Availability in stores equipped with freezer cabinets declined in all geographic regions, except the Mountain-Southwest where availability increased. A sharp increase was registered in Chicago, where the proportion of stores offering frozen lemonade concentrate increased from 54 to 74 percent (table 5).

Frozen single-strength lemon juice was available in 22 percent of retail stores having freezer cabinets in February 1957, compared to 16 percent in February 1956. Availability increased for all store classifications and locations for which data are obtained despite the fact that not more than 0.5 percent of the Nation's families have purchased this product in any month since July 1955.

The proportion of United States stores, as a whole, stocking frozen concentrate for orangeade was also up from February 1956. The proportion of national chain stores handling the product, however, declined from 35 to 3 percent. Purchase data indicate that not more than 0.5 percent of United States families bought this product in any month since September 1955.

The proportion of stores with freezer cabinets stocking frozen concentrated limeade decreased from 24 percent in February 1956 to 22 percent in February 1957. Decreased availability occurred in each of the three major types of retail outlets and in the Northeast, North Central, and Southern regions. Availability was unchanged in the Pacific region, up in the Mountain-Southwest region and in Los Angeles (table 6).

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<sup>1/</sup> "Consumer Purchases of Selected Fruits and Juices by Regions and Retail Outlets, October-December 1956," issued quarterly.



The decline in the proportion of the retail food stores stocking shelf-pack concentrated orangeade and shelf-pack concentrated lemonade continued into February 1957, with lower availability than either February 1955 or February 1956 occurring in all retail stores irrespective of type, size, or regional location. Availability of shelf-pack orangeade increased in New York City, however, and availability of shelf-pack lemonade increased in Los Angeles. Very few stores in the South or in Chicago stocked either of these products (table 7).

Canned Juices and Fruit: The proportion of retail food stores stocking canned single-strength orange juice declined from 91 percent in February 1956 to 89 percent in February 1957. The decrease was due to a smaller proportion of national chain and independent stores offering the product, with availability remaining unchanged in regional chain stores. Availability of this product increased in the Northeast, Mountain-Southwest, and Pacific regions, but decreased in the North Central and Southern regions. In February 1956, single-strength orange juice was more readily available in the North Central and Southern regions than in other regions, but in February 1957, the product was least available in those two regions. The South continues to lead other regions in the volume of single-strength orange juice purchased by household consumers.

Canned single-strength grapefruit juice was stocked by the same proportion of stores--83 percent--in February 1957 as in February a year earlier. Availability of this product decreased in the North Central and Mountain Southwest regions, but increased in all other regions. Availability decreased slightly in large stores--those having an annual volume of business of \$300,000 or more--but was either unchanged or higher in smaller stores (table 8).

The proportion of retail food stores offering canned single-strength lemon juice in February 1957 was down slightly from a year earlier. The lower availability resulted from a decreased stocking of the product in 5½-ounce cans, with the decreases occurring primarily in the South, New York City, and Chicago. In contrast, the availability of the product in other size containers increased slightly, with the principal increases occurring in New York City and Chicago (table 9).

The availability of prune juice increased slightly compared to February 1956 as a result of an increase in the proportion of independent stores offering the product; the proportion of national and regional chain stores stocking the product decreased. Availability of prune juice was up from February 1956 in all regions except the North Central where availability decreased.

Tomato juice was offered to customers by 92 percent of all retail food stores in February 1957, a slightly smaller proportion than in February a year earlier. Tomato juice continued to be the most widely stocked juice for which data were available. Changes in availability were relatively small except for Chicago where the proportion of stores offering the product declined from 85 to 75 percent (table 10).

Canned single-strength orangeade was available in 29 percent of retail food stores in February 1957 compared to 22 percent in February 1956. Availability increased in stores of all classifications and locations for which data were obtained. Sharp increases in availability occurred in Chicago, where the proportion of stores offering the product increased from 6 to 21 percent, and in Los Angeles where the proportion increased from 13 to 54 percent (table 11).

Grapefruit sections were offered to consumers by about 59 percent of all retail food stores, including all of the national chain stores and nearly all of the regional chain stores. About 56 percent of independent food stores stocked the product. Availability was lowest in the South, where only 32 percent of stores stocked the product, and highest in the Pacific where 82 percent of all stores had the product. Data are not available for a year earlier (table 11).

Fresh Fruit: About 84 percent of all retail food stores, and 95 percent of those customarily handling fresh fruits and vegetables stocked oranges in February 1957--a slightly smaller proportion than in February 1956 (table 12). The availability of both Florida and California-Arizona oranges increased, but the proportion of stores stocking oranges from other producing areas or oranges unidentified as to origin decreased.

Virtually all national and regional chain stores handled oranges, but only 82 percent of independent stores--slightly less than a year earlier--offered oranges to their customers.

The proportion of stores stocking California-Arizona oranges in February 1957 increased from February 1956 in all regions. In contrast, Florida oranges were more readily available than in February 1956 in the North Central and Southern regions only, and were less available in the other regions.

Florida oranges were stocked by a larger proportion of stores than California-Arizona oranges in the Northeast, including New York City, and in the South, while California-Arizona oranges were more available in the other 3 regions and in Chicago and Los Angeles.

Consumer purchases of California-Arizona oranges during February 1957 were down about 14 percent from the corresponding period a year earlier, and purchases of Florida oranges were down about 8 percent despite the greater availability of oranges from both producing areas (tables 13 and 14). 2/

About 63 percent of all retail food stores, and 78 percent of those stores customarily handling fresh fruits and vegetables stocked grapefruit in February 1957, a slightly smaller proportion for both store classifications than in February a year earlier. Almost all national and regional chain stores stocked grapefruit, but only 60 percent of independent stores stocked this fruit in February 1957. Availability in chain stores was greater than in February a year earlier but it was down in independent stores (table 15).

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2/ "Consumer Purchases of Selected Fruits and Juices, February 1957."

California-Arizona and Florida grapefruit were stocked by about the same proportion of stores in February 1957 as in February a year earlier, but the availability of grapefruit from other producing areas declined.

Lemons were stocked in February 1957 by 77 percent of all retail food stores and 90 percent of stores customarily handling fresh fruit and vegetables, almost the same as in February a year earlier. Regionally, availability was also almost unchanged, but the proportion of stores offering lemons in the 3 large cities, New York, Chicago, and Los Angeles was down from February 1956 (table 18).

The availability of tangerines declined slightly from February 1956 due to a smaller proportion of independent stores offering the fruit. On the other hand, the proportion of regional chains stocking tangerines increased from 74 to 84 percent, while the proportion of national chains stocking the fruit was unchanged (table 19).



Table 1.--Percentage of retail food stores having specified products available, February 1957 with comparisons--

Juices, ades, and fruit, summary				
Juices and ades	February 1954	February 1955	February 1956	February 1957
	Percent	Percent	Percent	Percent
Frozen concentrated juices:				
Orange.....	58	58	59	63
Grapefruit.....	2/	2/	2/	27
Lemon 1/.....	16	14	11	16
Chilled juice:				
Orange.....	2/	2/	2/	26
Frozen concentrate for ades:				
Lemonade.....	46	45	47	47
Orangeade.....	7	7	5	7
Limeade.....	15	14	17	16
Shelf-pack concentrate for ades:				
Orangeade.....	26	23	22	19
Lemonade.....	24	26	23	18
Canned single-strength juices:				
Orange.....	92	90	91	89
Grapefruit.....	87	85	83	83
Lemon.....	51	51	50	49
Prune.....	75	74	74	75
Tomato.....	92	92	93	92
Canned single-strength ades:				
Orangeade.....	21	23	22	29
Canned fruit:				
Grapefruit sections.....	2/	2/	2/	59

- 1/ Frozen single-strength juice.  
2/ Data not obtained for these periods.

Table 2.--Percentage of retail food stores having specified products available, February 1957 with comparisons--

Fresh citrus fruits	February 1954	February 1955	February 1956	February 1957
	Percent	Percent	Percent	Percent
Oranges				
California-Arizona.....	47	46	44	47
Florida.....	54	51	54	55
Total 1/.....	85	82	85	84
Grapefruit				
California-Arizona.....	8	10	10	10
Florida.....	46	41	46	47
Total 1/.....	65	63	65	63
Lemons.....	77	77	78	77
Tangerines.....	40	46	43	42

- 1/ Includes fruit unidentified as to origin.



Table 3.--Percentage of retail food stores having specified products available, by store classification and location, February 1957

Store classification and location	Frozen, refrigerated, and shelf-pack juices and ades			
	Frozen concentrated juices		Frozen single-	Chilled
	Orange	Grapefruit	strength lemon juice:	orange juice
	Percent	Percent	Percent	Percent
U. S. Total.....	63	27	16	26
Volume of store business annually:				
Under \$50,000.....	48	17	11	18
\$50,000 -- \$99,999.....	88	36	19	34
\$100,000 -- \$299,999.....	93	51	29	41
\$300,000 and over.....	99	75	39	59
Type of store management:				
National chains.....	99	67	35	75
Regional chains <sup>1/</sup> .....	94	59	29	52
Independent groceries.....	61	25	15	24
Store location by city size, population:				
Under 10,000 <sup>2/</sup> .....	52	20	14	18
10,000 -- 99,999.....	71	33	20	30
100,000 -- 499,999.....	80	42	21	31
500,000 and over.....	74	32	14	39
Store location by region or city <sup>3/</sup> :				
Northeast.....	75	35	20	27
North Central.....	72	34	18	20
South.....	42	13	13	18
Mountain-Southwest.....	62	34	22	15
Pacific.....	82	32	12	37
New York City.....	64	34	10	60
Chicago.....	77	15	5	72
Los Angeles.....	88	34	5	75
	Frozen concentrate for ades			Shelf-pack concentrate for ades
	Lemonade	Orangeade	Limeade	Lemonade
	Percent	Percent	Percent	Percent
	Percent	Percent	Percent	Percent
U. S. Total.....	47	7	16	18
Volume of store business annually:				
Under \$50,000.....	33	5	7	11
\$50,000 -- \$99,999.....	65	7	22	23
\$100,000 -- \$299,999.....	82	13	35	37
\$300,000 and over.....	91	24	54	54
Type of store management:				
National chains.....	81	3	54	45
Regional chains <sup>1/</sup> .....	86	23	39	60
Independent groceries.....	45	7	14	15
Store location by city size, population:				
Under 10,000 <sup>2/</sup> .....	36	6	12	16
10,000 -- 99,999.....	61	9	21	20
100,000 -- 499,999.....	57	9	22	28
500,000 and over.....	55	8	17	14
Store location by region or city <sup>3/</sup> :				
Northeast.....	57	11	17	24
North Central.....	55	11	18	27
South.....	24	2	9	5
Mountain-Southwest.....	53	4	26	16
Pacific.....	72	8	24	34
New York City.....	48	13	8	15
Chicago.....	65	4	20	5
Los Angeles.....	81	2	33	28

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 4.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Frozen concentrated juices							
	Frozen concentrated orange juice						Frozen concentrated grapefruit juice 1/	
	All stores			Stores with freezer cabinets			All stores	Stores with freezer cabinets
	February			February			February	February
	1955	1956	1957	1955	1956	1957	1957	1957
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	58	59	63	87	85	88	27	38
Volume of store business annually:								
Under \$50,000.....	43	43	48	80	74	81	17	28
\$50,000 -- \$99,999.....	82	85	88	93	94	96	36	39
\$100,000 -- \$299,999.....	89	90	93	97	98	96	51	52
\$300,000 and over.....	100	97	99	100	97	100	75	75
Type of store management:								
National chains.....	96	96	99	100	98	100	67	68
Regional chains 2/.....	96	89	94	100	93	94	59	59
Independent groceries.....	56	57	61	86	84	87	25	36
Store location by city size, population:								
Under 10,000 3/.....	44	50	52	79	82	84	20	33
10,000 -- 99,999.....	70	67	71	91	84	89	33	42
100,000 -- 499,999.....	74	75	80	91	90	91	42	48
500,000 and over.....	72	67	74	95	86	91	32	39
Store location by region or city 4/:								
Northeast.....	70	66	75	94	87	95	35	45
North Central.....	74	76	72	90	90	83	34	39
South.....	32	34	42	68	67	82	13	26
Mountain-Southwest.....	54	62	62	86	90	88	34	48
Pacific.....	75	77	82	94	92	92	32	36
New York City.....	63	67	64	99	96	90	34	48
Chicago.....	81	73	77	94	84	87	15	17
Los Angeles.....	88	86	88	94	90	96	34	38

1/ Data not obtained for previous periods.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 5.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Frozen concentrate for ades and frozen single-strength juice											
	Frozen concentrate for lemonade						Frozen single-strength lemon juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February			February			February			February		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	45	47	47	67	67	65	14	11	16	21	16	22
Volume of store business annually:												
Under \$50,000.....	33	32	33	60	55	54	10	6	11	18	10	18
\$50,000 -- \$99,999.....	61	67	65	69	74	71	18	16	19	20	17	21
\$100,000 -- \$299,999.....	71	74	82	77	81	84	26	21	29	28	23	30
\$300,000 and over.....	88	90	91	88	90	91	32	31	39	32	31	39
Type of store management:												
National chains.....	81	84	81	84	86	82	18	22	35	19	22	36
Regional chains 1/.....	78	79	86	81	84	86	26	25	29	27	26	29
Independent groceries.....	43	45	45	65	65	64	14	10	15	21	15	21
Store location by city size, population:												
Under 10,000 2/.....	35	38	36	61	63	58	12	9	14	22	15	23
10,000 -- 99,999.....	53	55	61	68	69	77	20	17	20	25	22	25
100,000 -- 499,999.....	59	59	57	73	70	65	17	15	21	20	18	24
500,000 and over.....	53	54	55	71	69	67	12	8	14	16	11	17
Store location by region or city 3/:												
Northeast.....	55	57	57	74	75	72	20	18	20	27	24	26
North Central.....	57	55	55	70	66	64	20	13	18	25	15	21
South.....	24	26	24	51	51	47	9	6	13	18	12	24
Mountain-Southwest.....	42	49	53	67	70	75	12	12	22	18	17	31
Pacific.....	57	70	72	72	84	80	13	9	22	16	10	14
New York City.....	41	47	48	64	68	68	9	9	10	15	12	15
Chicago.....	54	46	65	63	54	74	8	2	5	9	3	6
Los Angeles.....	80	89	81	86	94	89	4	4	5	4	4	5

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 6.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Frozen concentrates for ades											
	Frozen concentrate for orangeade						Frozen concentrate for limeade					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	February			February			February			February		
	1955	1956	1957	1955	1956	1957	1955	1956	1957	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	7	5	7	10	7	10	14	17	16	21	24	22
Volume of store business annually:												
Under \$50,000.....	4	1/	5	7	2	8	7	7	7	13	13	12
\$50,000-- \$99,999.....	10	7	7	11	7	7	15	27	22	18	30	24
\$100,000 -- \$299,999.....	9	12	13	10	13	14	38	36	35	41	39	36
\$300,000 and over.....	30	22	24	30	23	24	48	55	54	49	55	54
Type of store management:												
National chains.....	33	35	3	34	36	3	30	62	54	32	63	55
Regional chains 2/.....	18	20	23	19	21	23	33	45	39	35	47	39
Independent groceries.....	5	4	7	8	5	10	7	15	14	11	22	20
Store location by city size, population:												
Under 10,000 3/.....	5	2	6	8	4	10	11	12	12	19	20	19
10,000 -- 99,999.....	7	6	9	9	7	11	18	26	21	23	33	26
100,000 -- 499,999.....	12	12	9	14	15	10	23	26	22	28	31	26
500,000 and over.....	8	6	8	10	8	10	14	16	17	19	21	21
Store location by region or city 4/:												
Northeast.....	9	8	11	12	10	14	15	19	17	20	25	22
North Central.....	11	7	11	13	8	13	20	20	18	24	23	21
South.....	3	2	2	7	4	5	6	10	9	13	20	17
Mountain-Southwest.....	5	3	4	7	4	6	26	21	26	40	30	36
Pacific.....	3	2	8	4	2	9	15	23	24	19	27	27
New York City.....	8	10	13	12	15	19	10	13	8	16	19	12
Chicago.....	4	1/	4	5	1/	5	13	29	20	15	33	22
Los Angeles.....	1	1/	2	1	1/	3	22	25	33	24	26	36

1/ Insufficient data for analysis.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 7.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Shelf-pack concentrates for ades								
	Shelf-pack concentrate for								
	Orangeade			Lemonade					
	February			February					
	1955	1956	1957	1955	1956	1957	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	23	22	19	26	23	18			
Volume of store business annually:									
Under \$50,000.....	13	12	11	17	13	10			
\$50,000 -- \$99,999.....	33	30	23	31	30	19			
\$100,000 -- \$299,999.....	45	44	37	47	41	35			
\$300,000 and over.....	65	67	54	72	69	59			
Type of store management:									
National chains.....	60	66	50	56	59	45			
Regional chains 1/.....	66	72	54	72	71	60			
Independent groceries.....	20	19	16	23	20	15			
Store location by city size, population:									
Under 10,000 2/.....	21	22	19	24	20	16			
10,000 -- 99,999.....	28	23	18	26	29	20			
100,000 -- 499,999.....	30	34	27	34	33	28			
500,000 and over.....	18	15	14	24	19	14			
Store location by region or city 3/:									
Northeast.....	27	25	20	31	35	24			
North Central.....	33	32	29	40	30	27			
South.....	12	10	6	13	8	5			
Mountain-Southwest.....	24	26	22	18	20	16			
Pacific.....	34	41	38	30	36	34			
New York City.....	15	15	18	20	18	15			
Chicago.....	9	4	3	23	15	5			
Los Angeles.....	34	34	34	26	25	28			

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 8.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Canned single-strength juices					
	Orange			Grapefruit		
	February			February		
	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent
U. S. total.....	90	91	89	85	83	83
Volume of store business annually:						
Under \$50,000.....	88	89	86	81	76	77
\$50,000 -- \$99,999.....	91	92	95	93	92	92
\$100,000 -- \$299,999.....	93	94	96	94	94	96
\$300,000 and over.....	99	100	98	100	100	98
Type of store management:						
National chains.....	100	100	98	100	100	98
Regional chains 1/.....	99	95	95	95	97	95
Independent groceries.....	89	90	89	85	82	82
Store location by city size, population:						
Under 10,000 2/.....	92	94	89	84	81	79
10,000 -- 99,999.....	85	84	89	81	78	83
100,000 -- 499,999.....	89	92	90	92	89	89
500,000 and over.....	90	89	90	88	89	89
Store location by region or city 3/:						
Northeast.....	88	87	94	86	84	91
North Central.....	92	96	88	95	90	82
South.....	92	94	89	79	72	75
Mountain-Southwest.....	93	88	91	90	90	88
Pacific.....	84	91	95	82	89	92
New York City.....	80	76	78	77	78	78
Chicago.....	84	73	71	75	81	73
Los Angeles.....	97	95	98	97	96	96

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 9.--Percentage of retail food stores having specified product available, by store classification and location, February 1957 with comparisons--

Store classification and location	Canned single-strength lemon juice: by container size								
	5-1/2 ounce can			Other 1/			Total		
	February			February			February		
	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent
U. S. total.....	27	27	24	34	33	34	51	50	49
Volume of store business annually:									
Under \$50,000.....	19	18	17	24	23	23	39	36	36
\$50,000 -- \$99,999.....	36	33	29	44	41	44	57	65	65
\$100,000 -- \$299,999.....	41	48	37	58	61	62	75	82	81
\$300,000 and over.....	64	64	61	78	75	72	93	89	91
Type of store management:									
National chains.....	61	62	57	87	87	86	94	91	95
Regional chains 2/.....	53	65	54	74	68	71	86	88	89
Independent groceries.....	25	24	22	31	31	31	48	47	47
Store location by city size, population:									
Under 10,000 3/.....	20	22	17	29	29	27	41	44	39
10,000 -- 99,999.....	36	33	29	37	34	38	59	54	56
100,000 -- 499,999.....	35	39	42	32	35	34	53	55	60
500,000 and over.....	31	27	27	46	42	43	64	58	62
Store location by region or city 4/:									
Northeast.....	38	32	34	40	36	36	63	56	59
North Central.....	26	29	26	55	46	48	67	64	65
South.....	12	13	7	16	18	17	24	27	22
Mountain-Southwest.....	32	29	29	18	26	22	42	45	44
Pacific.....	41	53	61	35	35	30	65	72	75
New York City.....	30	33	23	46	45	53	60	64	62
Chicago.....	27	16	3	51	59	70	63	66	70
Los Angeles.....	80	80	79	48	53	50	90	88	85

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.



Table 10.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Canned single-strength juices					
	Prune			Tomato		
	February			February		
	1955	1956	1957	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. Total.....	74	74	75	92	93	92
Volume of store business annually:						
Under \$50,000.....	65	64	65	90	91	89
\$50,000 -- \$99,999.....	89	89	90	93	95	96
\$100,000 -- \$299,999.....	94	92	95	95	95	97
\$300,000 and over.....	98	100	99	100	100	100
Type of store management:						
National chains.....	100	100	95	94	100	98
Regional chains <sup>1/</sup> .....	98	99	95	99	99	97
Independent groceries.....	72	72	73	91	92	92
Store location by city size, population:						
Under 10,000 <sup>2/</sup> .....	69	70	71	93	94	93
10,000 -- 99,999.....	77	73	73	91	90	89
100,000 -- 499,999.....	79	76	84	92	90	93
500,000 and over.....	80	81	81	88	93	91
Store location by region or city <sup>3/</sup> :						
Northeast.....	86	83	85	93	92	94
North Central.....	84	82	76	96	98	93
South.....	56	58	63	89	92	91
Mountain-Southwest.....	75	75	76	95	93	95
Pacific.....	72	77	90	87	90	95
New York City.....	78	78	76	81	82	79
Chicago.....	74	67	70	87	85	75
Los Angeles.....	93	93	92	98	97	100

<sup>1/</sup> Excludes voluntary chains.

<sup>2/</sup> Includes rural route stores outside corporate city limits.

<sup>3/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 11.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	Canned single-strength ade and canned fruit			
	Orangeade			Grapefruit sections <sup>1/</sup>
	February			February
	1955	1956	1957	1957
	Percent	Percent	Percent	Percent
U. S. Total.....	23	22	29	59
Volume of store business annually:				
Under \$50,000.....	15	13	18	46
\$50,000 -- \$99,999.....	28	28	36	76
\$100,000 -- \$299,999.....	39	44	56	87
\$300,000 and over.....	57	67	78	98
Type of store management:				
National chains.....	49	58	67	100
Regional chains <sup>2/</sup> .....	61	71	75	96
Independent groceries.....	20	20	26	56
Store location by city size, population:				
Under 10,000 <sup>3/</sup> .....	22	23	29	51
10,000 -- 99,999.....	29	24	33	65
100,000 -- 499,999.....	27	31	34	75
500,000 and over.....	16	15	22	63
Store location by region or city <sup>4/</sup> :				
Northeast.....	22	19	27	76
North Central.....	32	25	35	77
South.....	17	23	26	32
Mountain-Southwest.....	29	29	34	44
Pacific.....	30	35	38	82
New York City.....	10	10	14	63
Chicago.....	6	6	21	54
Los Angeles.....	22	18	51	63

<sup>1/</sup> Data not obtained for previous periods.

<sup>2/</sup> Excludes voluntary chains.

<sup>3/</sup> Includes rural route stores outside corporate city limits.

<sup>4/</sup> Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 12.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	All fresh oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1955	1956	1957	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	82	85	84	95	97	95
Volume of store business annually:						
Under \$50,000.....	76	79	78	92	95	93
\$50,000 -- \$99,999.....	92	94	91	97	99	98
\$100,000 -- \$299,999.....	96	97	96	98	99	98
\$300,000 and over.....	99	98	98	100	100	100
Type of store management:						
National chains.....	100	100	100	100	100	100
Regional chains 1/.....	95	99	99	96	100	100
Independent groceries.....	81	84	82	94	96	95
Store location by city size, population:						
Under 10,000 2/.....	80	84	82	92	94	94
10,000 -- 99,999.....	87	88	88	97	98	97
100,000 -- 499,999.....	92	94	93	98	100	96
500,000 and over.....	77	80	79	96	98	96
Store location by region or city 3/:						
Northeast.....	80	84	85	96	98	97
North Central.....	93	95	91	97	99	96
South.....	74	78	79	89	91	91
Mountain-Southwest.....	86	86	81	96	97	97
Pacific.....	95	95	94	99	99	98
New York City.....	58	63	60	96	98	95
Chicago.....	96	96	89	99	99	97
Los Angeles.....	91	91	89	99	100	97

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 13.--Percentage of retail food stores having specified products available, by State of origin, store classification and location, February 1957 with comparisons--

Store classification and location	California-Arizona oranges					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1955	1956	1957	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	46	44	47	57	54	58
Volume of store business annually:						
Under \$50,000.....	37	33	38	49	45	51
\$50,000 -- \$99,999.....	55	57	55	60	60	59
\$100,000 -- \$299,999.....	69	68	71	70	69	73
\$300,000 and over.....	85	79	80	86	81	81
Type of store management:						
National chains.....	81	83	84	81	83	84
Regional chains 1/.....	66	68	81	66	69	82
Independent groceries.....	44	42	45	56	53	56
Store location by city size, population:						
Under 10,000 2/.....	35	34	36	45	43	46
10,000 -- 99,999.....	56	58	59	65	67	66
100,000 -- 499,999.....	63	59	59	69	64	62
500,000 and over.....	52	48	58	67	62	72
Store location by region or city 3/:						
Northeast.....	59	51	58	71	61	68
North Central.....	69	70	72	74	73	76
South.....	4	4	5	5	5	7
Mountain-Southwest.....	46	52	58	55	61	72
Pacific.....	93	90	91	98	94	94
New York City.....	39	41	47	65	66	76
Chicago.....	87	85	82	90	88	90
Los Angeles.....	91	91	89	99	100	97

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 14.--Percentage of retail food stores having specified products available, by State of origin, store classification and location, February 1957 with comparisons--

Store classification and location	Florida oranges						
	All stores			Stores customarily handling fresh fruits and vegetables			
	February			February			
	1955	1956	1957	1955	1956	1957	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	51	54	55	58	61	62	
Volume of store business annually:							
Under \$50,000.....	47	49	51	57	57	60	
\$50,000 -- \$99,999.....	55	60	59	58	63	63	
\$100,000 -- \$299,999.....	56	61	60	57	63	62	
\$300,000 and over.....	76	71	77	77	73	78	
Type of store management:							
National chains.....	89	89	88	89	89	88	
Regional chains 1/.....	75	73	79	76	74	79	
Independent groceries.....	49	52	54	56	59	61	
Store location by city size, population:							
Under 10,000 2/.....	52	54	56	59	60	62	
10,000 -- 99,999.....	54	52	56	60	58	62	
100,000 -- 499,999.....	53	56	56	57	62	57	
500,000 and over.....	44	53	54	57	65	65	
Store location by region or city 3/:							
Northeast.....	64	73	69	77	86	82	
North Central.....	48	43	48	52	45	52	
South.....	63	67	74	75	78	85	
Mountain-Southwest.....	15	15	8	16	18	10	
Pacific.....	1	11	8	1	12	9	
New York City.....	56	58	59	96	92	94	
Chicago.....	63	65	61	66	69	67	
Los Angeles.....	2	5	4	3	6	5	

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 15.--Percentage of retail food stores having specified products available, by store classification and location, February 1957 with comparisons--

Store classification and location	All fresh grapefruit						
	All stores			Stores customarily handling fresh fruits and vegetables			
	February			February			
	1955	1956	1957	1955	1956	1957	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	63	65	63	77	79	78	
Volume of store business annually:							
Under \$50,000.....	51	51	50	67	69	67	
\$50,000 -- \$99,999.....	82	85	80	88	89	88	
\$100,000 -- \$299,999.....	90	94	93	92	96	95	
\$300,000 and over.....	99	93	98	100	95	99	
Type of store management:							
National chains.....	100	94	100	100	94	100	
Regional chains 1/.....	98	95	99	98	95	100	
Independent groceries.....	61	63	60	75	78	76	
Store location by city size, population:							
Under 10,000 2/.....	57	59	54	72	74	71	
10,000 -- 99,999.....	71	73	73	81	82	83	
100,000 -- 499,999.....	81	81	81	88	91	86	
500,000 and over.....	60	62	64	77	80	80	
Store location by region or city 3/:							
Northeast.....	65	68	71	83	83	86	
North Central.....	81	84	75	83	88	82	
South.....	44	46	44	61	63	61	
Mountain-Southwest.....	62	67	61	74	79	74	
Pacific.....	81	70	83	87	76	88	
New York City.....	54	58	54	92	90	88	
Chicago.....	78	76	78	81	80	87	
Los Angeles.....	79	80	74	89	92	85	

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 16.--Percentage of retail food stores having specified product available, by state of origin, store classification, and location, February 1957 with comparisons --

Store classification and location	California-Arizona grapefruit					
	All stores			Stores customarily handling fresh fruit and vegetables		
	February			February		
	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent
U. S. Total.....	10	10	10	13	12	12
Volume of store business annually:						
Under \$50,000.....	6	7	5	8	9	7
\$50,000 -- \$99,999.....	10	10	12	11	11	14
\$100,000 -- \$299,999.....	24	20	20	25	21	20
\$300,000 and over.....	30	26	26	31	26	26
Type of store management:						
National chains.....	26	23	28	26	23	28
Regional chains 1/.....	22	18	21	22	18	21
Independent groceries.....	9	10	9	12	12	11
Store location by city size, population:						
Under 10,000 2/.....	7	8	7	9	10	9
10,000 -- 99,999.....	14	10	12	17	12	14
100,000 -- 499,999.....	18	18	16	20	20	17
500,000 and over.....	9	10	11	12	14	12
Store location by region or city 3/:						
Northeast.....	11	6	8	14	8	10
North Central.....	5	12	4	5	11	5
South.....	1	4/	2	2	2	3
Mountain-Southwest.....	13	14	14	15	16	17
Pacific.....	60	51	59	64	55	62
New York City.....	3	6	11	5	10	13
Chicago.....	4	3	4	4	4	5
Los Angeles.....	78	79	71	88	91	82

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Insufficient data for analysis.

Table 17.--Percentage of retail food stores having specified product available, by state of origin, store classification, and location, February 1957 with comparisons --

Store classification and location	Florida grapefruit					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent
U. S. Total.....	41	46	47	52	57	57
Volume of store business annually:						
Under \$50,000.....	33	35	37	46	48	49
\$50,000 -- \$99,999.....	53	62	59	57	65	65
\$100,000 -- \$499,999.....	56	65	67	57	66	69
\$500,000 and over.....	74	75	75	75	76	77
Type of store management:						
National chains.....	84	79	81	84	79	81
Regional chains 1/.....	80	80	86	80	80	87
Independent groceries.....	39	44	44	49	55	55
Store location by city size, population:						
Under 10,000 2/.....	36	40	40	48	51	52
10,000 -- 99,999.....	41	46	52	48	52	58
100,000 -- 499,999.....	60	61	61	64	69	65
500,000 and over.....	44	52	51	57	67	63
Store location by region or city 3/:						
Northeast.....	56	61	65	70	74	80
North Central.....	45	56	58	48	60	62
South.....	37	38	38	53	54	52
Mountain-Southwest.....	13	11	9	16	14	10
Pacific.....	24	30	26	26	32	27
New York City.....	53	58	53	90	90	86
Chicago.....	65	64	66	68	68	74
Los Angeles.....	2	10	10	2	12	12

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.



Table 18.--Percentage of retail food stores having specified product available, by store classification and location, February 1957 with comparisons--

Store classification and location	Fresh lemons					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent
U. S. total.....	77	78	77	89	90	90
Volume of store business annually:						
Under \$50,000.....	70	70	70	86	87	86
\$50,000 -- \$99,999.....	89	90	85	93	93	92
\$100,000 -- \$299,999.....	93	96	96	95	97	98
\$300,000 and over.....	96	96	98	97	98	99
Type of store management:						
National chains.....	94	99	100	94	99	100
Regional chains 1/.....	97	97	97	98	98	98
Independent groceries.....	76	77	76	89	90	89
Store location by city size, population:						
Under 10,000 2/.....	74	73	73	86	85	88
10,000 -- 99,999.....	81	84	82	91	94	91
100,000 -- 499,999.....	94	90	86	97	93	90
500,000 and over.....	73	80	76	92	97	92
Store location by region or city 3/:						
Northeast.....	75	78	76	89	91	92
North Central.....	87	85	83	89	89	88
South.....	71	69	72	86	86	86
Mountain-Southwest.....	81	83	78	92	94	94
Pacific.....	92	94	93	97	98	98
New York City.....	61	68	62	94	96	94
Chicago.....	84	90	83	87	93	89
Los Angeles.....	89	89	85	99	98	94

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 19.--Percentage of retail food stores having specified product available, by store classification and location, February 1957 with comparisons--

Store classification and location	Fresh tangerines					
	All stores			Stores customarily handling fresh fruits and vegetables		
	February			February		
	1955 Percent	1956 Percent	1957 Percent	1955 Percent	1956 Percent	1957 Percent
U. S. total.....	46	43	42	56	53	52
Volume of store business annually:						
Under \$50,000.....	36	32	31	47	43	40
\$50,000 -- \$99,999.....	57	58	52	60	61	57
\$100,000 -- \$299,999.....	68	64	72	70	65	73
\$300,000 and over.....	86	81	87	87	83	88
Type of store management:						
National chains.....	77	79	79	77	79	79
Regional chains 1/.....	88	74	84	88	75	85
Independent groceries.....	43	41	40	53	51	49
Store location by city size, population:						
Under 10,000 2/.....	38	35	34	47	45	41
10,000 -- 99,999.....	54	49	52	61	57	60
100,000 -- 499,999.....	60	58	49	65	62	55
500,000 and over.....	49	50	49	64	65	62
Store location by region or city 3/:						
Northeast.....	56	59	55	70	73	69
North Central.....	53	44	46	57	47	50
South.....	42	37	34	53	51	43
Mountain-Southwest.....	20	17	23	24	20	30
Pacific.....	29	34	33	31	37	35
New York City.....	43	47	48	71	78	78
Chicago.....	65	63	56	68	67	62
Los Angeles.....	55	55	58	64	65	67

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

